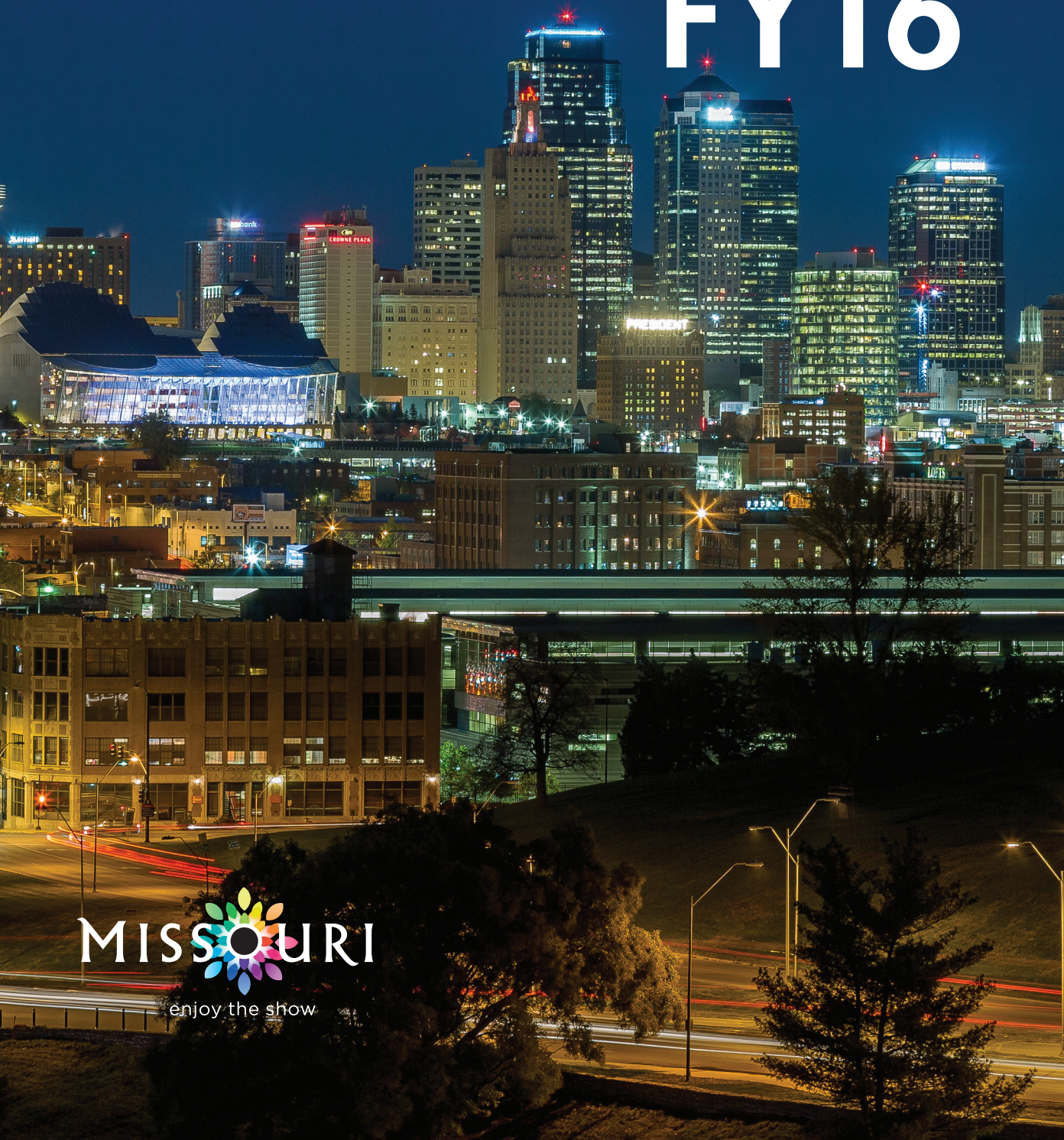


Missouri Division of Tourism

ANNUAL REPORT FY16



MISSOURI
enjoy the show

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LETTER FROM THE DIRECTOR





As the official marketing organization charged with promoting Missouri as a travel destination, the Missouri Division of Tourism (MDT) plans and implements a wide variety of marketing, sales and communications initiatives in order to maximize the economic impact of travel to the Show-Me State.

Our travel promotion programs spur interest in visiting our state among potential travelers, generating more visitors who spend more at local attractions, hotels, restaurants, retail stores and other businesses. This greater travel spending supports local jobs and generates additional tax revenue for Missouri's state and local governments.

While we work to increase domestic and international travel from established and emerging markets, there are many challenges ... and opportunities. We know that Missouri's variety continues to inspire and surprise visitors. Since its launch in 2013, our brand has continued to connect with those qualities.

As we invite people to "Enjoy the Show," we're encouraging them to experience the variety – or the show – that is the entire Show-Me State, while focusing on meeting their personal interests and vacation goals.

In FY16, MDT created a personalized advertising campaign based upon user-generated content that garnered significant industry recognition (seven Adrian Awards from Hospitality & Sales Marketing Association International) and was used to execute a strong, diversified paid media campaign in 24 out-of-state markets. A public relations/ social strategy focusing on enhancing our brand image, and robust cooperative marketing programs with more than 40 statewide, regional and national destination marketing organizations supported and enhanced our branding efforts.

As a result of these initiatives and the work of our strategic partners statewide, Missouri welcomed an all-time record 41.7 million visitors in FY16, generating \$13.1 billion in tourism-related spending and more than \$551 million in state tax revenue. Meanwhile, the tourism industry supported more than 307,000 jobs for hard-working Missourians, organizations and businesses.

Going forward, our goal is to maintain and to grow an effective, research-based and competitively funded marketing program that provides consistent resources to the state tourism economy. With the bipartisan leadership and support of the Missouri Tourism Commission, we will continue to aggressively pursue opportunities to showcase Missouri and foster successful partnerships.

A handwritten signature in blue ink that reads "Dan Lennon". The signature is fluid and cursive, with a long horizontal stroke at the end.

Dan Lennon, CDME
Director
Missouri Division of Tourism

TOURISM WORKS FOR MISSOURI

The Missouri travel industry is a leading export-oriented industry.

Missouri travel promotion efforts, led by the Missouri Division of Tourism (MDT), are aimed at showcasing our diverse tourism assets.

MDT is a research-based organization with the ultimate goal of drawing more visitors, spending and tax revenue to and within Missouri. In contrast to an industrial facility or business with a readily identifiable product, the travel industry has a much broader footprint that is composed of a diverse group of businesses found in every county in the state. Visitor spending generates sales in lodging, food services, recreation, amusement parks, entertainment, airlines, car rental companies, gas stations and retail businesses. These sales support jobs for Missouri residents. Travel is especially important in the rural areas of the state, where manufacturing is less prevalent.

State and local government agencies benefit from travel, too. They collect sales taxes from businesses operating in the state as well as corporate, income, and property taxes that are the result of the millions of visitors to Missouri. In FY16, visitor spending generated an estimated \$1.4 billion in state and local taxes, offsetting the tax burden by an average of \$587 per household.

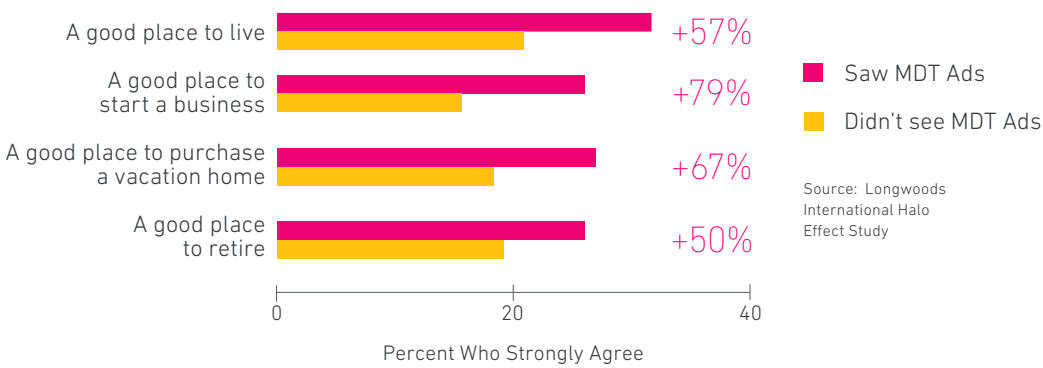
In addition to driving visitation and spending, tourism promotion has a "Halo Effect" on economic development, significantly improving the image of our state as a place to live, work, invest and retire (see below).

The evidence is clear: Wise investments in effective travel and tourism promotion feed a virtuous cycle of economic benefits.

2016 TOURISM CAMPAIGN'S HALO EFFECT ON ECONOMIC DEVELOPMENT

The 2016 Missouri "It's Your Show" advertising campaign went far beyond attracting visitors to Missouri.

A new study showed that people who saw Missouri tourism advertising think better of the state as a place to live, start a business, purchase a vacation home and retire. Tourism can play a powerful role in helping Missouri achieve its economic development objectives.

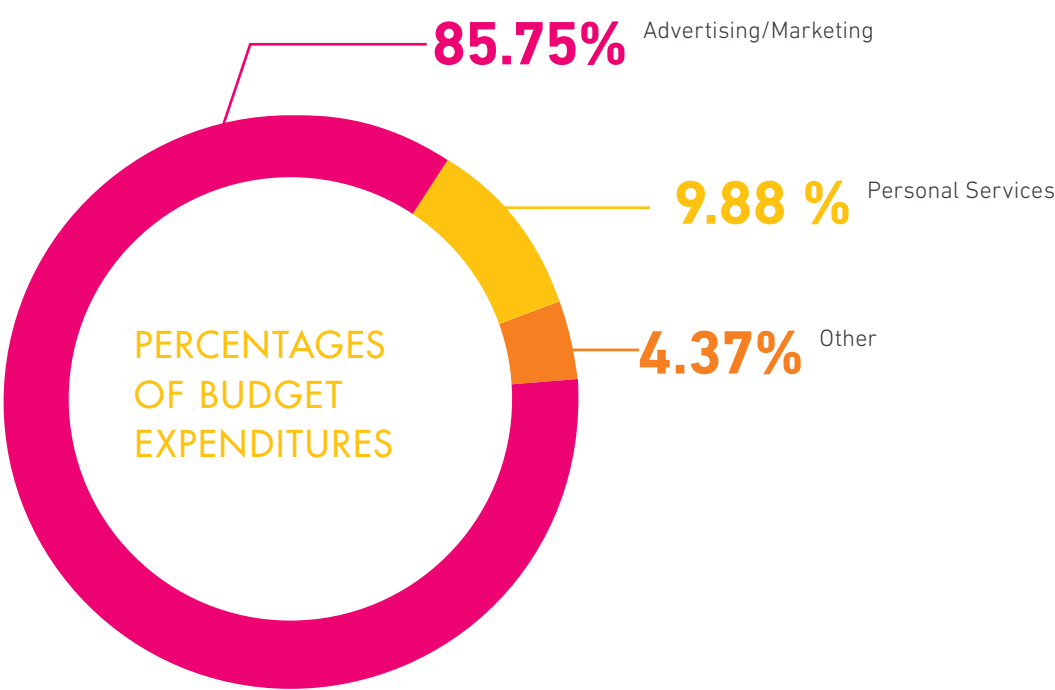


17 TOURISM-RELATED SIC CODES

(STANDARD INDUSTRY CLASSIFICATION)

| | SIC CODE | CODE TITLE | FY16 EXPENDITURES* |
|-------|----------|--|--------------------|
| 1 | 5811 | Eating Places Only | \$4,440,030,106 |
| 2 | 5812 | Eating and Drinking Places | \$5,381,678,294 |
| 3 | 5813 | Drinking Places - Alcohol Beverage Only | \$377,153,453 |
| 4 | 7010 | Hotel, Motel and Tourist Courts | \$1,663,465,982 |
| 5 | 7020 | Rooming and Boarding Houses | \$3,930,444 |
| 6 | 7030 | Camps and Trailer Parks | \$42,311,280 |
| 7 | 7033 | Trailer Parks and Campsites | \$15,027,847 |
| 8 | 7041 | Organization Hotel and Lodging Houses | \$89,968,175 |
| 9 | 7920 | Producers, Orchestras, Entertainers | \$37,466,259 |
| 10 | 7940 | Commercial Sports | \$380,687,403 |
| 11 | 7990 | Misc. Amusement and Recreational | \$74,933,861 |
| 12 | 7991 | Boat and Canoe Rentals | \$61,029,653 |
| 13 | 7992 | Public Golf Courses and Swimming Pools | \$73,335,034 |
| 14 | 7996 | Amusement Parks | \$132,345,031 |
| 15 | 7998 | Tourist Attractions | \$111,080,133 |
| 16 | 7999 | Amusement NEC (not elsewhere classified) | \$164,602,688 |
| 17 | 8420 | Botanical and Zoological Gardens | \$989,260 |
| TOTAL | | | \$13,050,034,903 |

*2016 expenditure figures are a preliminary run. The Department of Revenue will not have final figures until September 2017 .
 Source: Missouri Department of Revenue



Source: Missouri Division of Tourism
 FY16 Expenditure Figures

The Missouri Tourism Commission champions the sound development of Missouri's travel and tourism industry by overseeing the Missouri Division of Tourism (MDT). Created in 1967 by the 74th General Assembly, MDT is the administrative arm of the Tourism Commission.

THE MISSOURI TOURISM STORY

The Division of Tourism's budget is based on legislation passed in 1993, commonly referred to as House Bill 188. This legislation was revised and the sunset extended in 1998, 2007, and 2013. The premise of the funding formula is simple: the tourism industry is one of our state's top industries; as such, the tourism industry generates significant sales tax revenues. The Division of Tourism's budget is determined by calculating the growth of these sales-tax-generating revenues produced by the industry (from the 17 SIC Codes shown on page 4). If the industry grows by more than three percent, the Division's budget is increased; if it does not grow by more than three percent, the budget is not increased.

This nationally recognized funding formula was established to provide reliable funding for MDT, allowing the Division to be competitive with other states in promoting tourism.

The Missouri Tourism Commission is comprised of 10 members, each with four-year terms. Five members, appointed by the Governor, may or may not be engaged in the tourism industry. Other commission members include the Lieutenant Governor, two Senators appointed by the President Pro Tem and two Representatives appointed by the Speaker of the House.

Among other duties, the Missouri Tourism Commission:

- Recommends programs to promote the state as a top-of-mind travel and tourism destination.
- Employs a director qualified by education, experience in public administration and the use of communication and advertising media.
- Promotes the exchange of travel and tourism ideas and information among state and local agencies, chambers of commerce, convention and visitors bureaus, tourism entities, travel-related organizations and individuals.



MISSOURI'S TOP TOURISM NUMBERS

41.7 million

Total number of visitors to Missouri during FY16

\$16.5 billion

Total economic impact of the FY16 Missouri tourism industry

307,937

Number of Missourians directly employed by tourism businesses in FY16

\$3.98

State tax revenue received by Missouri for every dollar invested in MDT's 2016 budget

\$92

Visitor expenditures in Missouri businesses for every dollar invested in MDT's 2016 budget

567,236

Travelers visiting Official Missouri Welcome Centers in 2016

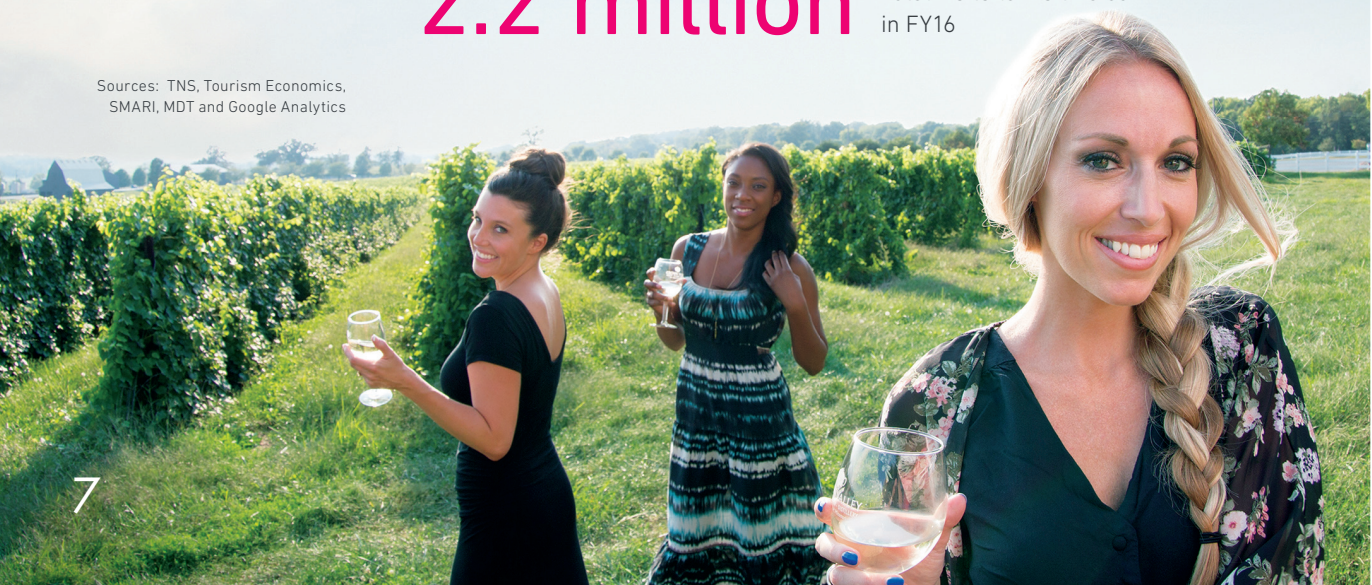
\$279

Amount spent per person/ per trip by FY16 domestic overnight visitors

2.2 million

Total visits to VisitMO.com in FY16

Sources: TNS, Tourism Economics, SMARI, MDT and Google Analytics



TOURISM EXPENDITURES AND EMPLOYMENT BY REGION

| NORTHEAST REGION | | |
|------------------------|--|-------------------------------------|
| COUNTY NAME | FY16 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES* | FY16 TOURISM-RELATED EMPLOYMENT* |
| ADAIR COUNTY | \$32,028,661 | 1,414 |
| AUDRAIN COUNTY | \$19,729,507 | 577 |
| CLARK COUNTY | \$3,077,133 | 125 |
| FRANKLIN COUNTY | \$142,807,255 | 3,858 |
| GASCONADE COUNTY | \$20,990,147 | 519 |
| JEFFERSON COUNTY | \$254,515,285 | 6,579 |
| KNOX COUNTY | \$978,066 | 58 |
| LEWIS COUNTY | \$3,768,061 | 187 |
| LINCOLN COUNTY | \$44,201,519 | 1,057 |
| MACON COUNTY | \$17,107,044 | 462 |
| MARION COUNTY | \$53,095,773 | 1,571 |
| MONROE COUNTY | \$4,514,372 | 161 |
| MONTGOMERY COUNTY | \$7,904,133 | 225 |
| PIKE COUNTY | \$15,188,326 | 461 |
| RALLS COUNTY | \$6,226,857 | 153 |
| RANDOLPH COUNTY | \$24,409,800 | 748 |
| SCHUYLER COUNTY | \$1,142,237 | 19 |
| SCOTLAND COUNTY | \$2,565,283 | 62 |
| SHELBY COUNTY | \$1,816,968 | 100 |
| ST. CHARLES COUNTY | \$776,822,589 | 21,604 |
| ST. LOUIS CITY | \$1,406,213,930 | 28,563 |
| ST. LOUIS COUNTY | \$2,664,146,005 | 62,796 |
| WARREN COUNTY | \$35,421,306 | 765 |
| TOTAL NORTHEAST REGION | \$5,538,670,257 | 132,064 |

NORTHWEST REGION

| COUNTY NAME | FY16 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES* | FY16 TOURISM-RELATED EMPLOYMENT* |
|------------------------|--|-------------------------------------|
| ANDREW COUNTY | \$9,526,272 | 220 |
| ATCHISON COUNTY | \$8,312,324 | 154 |
| BUCHANAN COUNTY | \$180,196,701 | 4,492 |
| CALDWELL COUNTY | \$2,279,336 | 59 |
| CARROLL COUNTY | \$6,729,321 | 196 |
| CASS COUNTY | \$117,848,917 | 3,402 |
| CHARITON COUNTY | \$2,867,591 | 80 |
| CLAY COUNTY | \$465,177,722 | 12,475 |
| CLINTON COUNTY | \$8,191,328 | 291 |
| DAVISS COUNTY | \$5,102,522 | 99 |
| DEKALB COUNTY | \$15,273,524 | 305 |
| GENTRY COUNTY | \$2,472,471 | 105 |
| GRUNDY COUNTY | \$9,011,566 | 260 |
| HARRISON COUNTY | \$12,921,004 | 285 |
| HOLT COUNTY | \$6,392,664 | 111 |
| HOWARD COUNTY | \$4,891,687 | 148 |
| JACKSON COUNTY | \$2,168,818,999 | 41,865 |
| LAFAYETTE COUNTY | \$29,146,887 | 772 |
| LINN COUNTY | \$9,947,395 | 285 |
| LIVINGSTON COUNTY | \$20,841,250 | 512 |
| MERCER COUNTY | \$1,524,839 | 23 |
| NODAWAY COUNTY | \$26,871,158 | 1,027 |
| PLATTE COUNTY | \$313,484,127 | 5,805 |
| PUTNAM COUNTY | \$3,673,658 | 23 |
| RAY COUNTY | \$13,468,845 | 421 |
| SALINE COUNTY | \$22,220,124 | 776 |
| SULLIVAN COUNTY | \$1,736,978 | 18 |
| WORTH COUNTY | \$513,161 | 8 |
| TOTAL NORTHWEST REGION | \$3,469,442,371 | 74,217 |

CENTRAL REGION

| COUNTY NAME | FY16 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES* | FY16 TOURISM-RELATED EMPLOYMENT* |
|-----------------------------|--|-------------------------------------|
| BENTON COUNTY | \$16,445,767 | 417 |
| BOONE COUNTY | \$412,739,516 | 11,871 |
| CALLAWAY COUNTY | \$40,162,272 | 1,222 |
| CAMDEN COUNTY | \$159,743,267 | 4,091 |
| COLE COUNTY | \$146,576,784 | 3,954 |
| COOPER COUNTY | \$16,824,643 | 865 |
| DALLAS COUNTY | \$14,055,838 | 393 |
| HENRY COUNTY | \$32,695,906 | 826 |
| HICKORY COUNTY | \$6,288,807 | 176 |
| JOHNSON COUNTY | \$63,286,673 | 2,223 |
| LACLEDE COUNTY | \$54,675,941 | 1,129 |
| MARIES COUNTY | \$3,488,989 | 51 |
| MILLER COUNTY | \$35,036,721 | 693 |
| MONITEAU COUNTY | \$8,476,176 | 255 |
| MORGAN COUNTY | \$23,065,847 | 551 |
| OSAGE COUNTY | \$6,284,477 | 177 |
| PETTIS COUNTY | \$66,054,442 | 1,756 |
| PULASKI COUNTY | \$73,510,866 | 2,526 |
| ST. CLAIR COUNTY | \$4,474,062 | 75 |
| TOTAL CENTRAL REGION | \$1,183,886,994 | 33,251 |

SOUTHEAST REGION

| COUNTY NAME | FY16 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES* | FY16 TOURISM-RELATED EMPLOYMENT* |
|-------------------------------|--|-------------------------------------|
| BOLLINGER COUNTY | \$4,700,752 | 93 |
| BUTLER COUNTY | \$82,626,179 | 1,897 |
| CAPE GIRARDEAU COUNTY | \$184,245,018 | 4,435 |
| CARTER COUNTY | \$7,724,518 | 201 |
| CRAWFORD COUNTY | \$30,523,524 | 600 |
| DENT COUNTY | \$13,850,882 | 347 |
| DUNKLIN COUNTY | \$31,680,129 | 706 |
| HOWELL COUNTY | \$57,074,453 | 1,284 |
| IRON COUNTY | \$5,426,313 | 165 |
| MADISON COUNTY | \$9,286,303 | 292 |
| MISSISSIPPI COUNTY | \$11,009,219 | 285 |
| NEW MADRID COUNTY | \$28,371,387 | 434 |
| OREGON COUNTY | \$6,055,190 | 180 |
| PEMISCOT COUNTY | \$12,839,516 | 281 |
| PERRY COUNTY | \$25,960,446 | 617 |
| PHELPS COUNTY | \$81,966,969 | 2,282 |
| REYNOLDS COUNTY | \$3,939,775 | 126 |
| RIPLEY COUNTY | \$8,295,074 | 233 |
| SCOTT COUNTY | \$49,865,873 | 1,335 |
| SHANNON COUNTY | \$4,575,592 | 107 |
| ST. FRANCOIS COUNTY | \$96,769,332 | 2,307 |
| STE. GENEVIEVE COUNTY | \$17,453,365 | 500 |
| STODDARD COUNTY | \$28,171,695 | 687 |
| TEXAS COUNTY | \$15,438,095 | 402 |
| WASHINGTON COUNTY | \$13,011,930 | 305 |
| WAYNE COUNTY | \$8,272,098 | 227 |
| TOTAL SOUTHEAST REGION | \$839,133,627 | 20,328 |

SOUTHWEST REGION

| COUNTY NAME | FY16 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES* | FY16 TOURISM-RELATED EMPLOYMENT* |
|-------------------------------|--|-------------------------------------|
| BARRY COUNTY | \$42,168,555 | 1,024 |
| BARTON COUNTY | \$10,365,109 | 406 |
| BATES COUNTY | \$15,403,471 | 335 |
| CEDAR COUNTY | \$12,788,669 | 391 |
| CHRISTIAN COUNTY | \$80,270,520 | 2,172 |
| DADE COUNTY | \$3,260,399 | 82 |
| DOUGLAS COUNTY | \$8,262,644 | 190 |
| GREENE COUNTY | \$715,088,238 | 18,561 |
| JASPER COUNTY | \$206,087,477 | 5,259 |
| LAWRENCE COUNTY | \$26,475,992 | 789 |
| MCDONALD COUNTY | \$13,323,255 | 291 |
| NEWTON COUNTY | \$97,010,635 | 2,111 |
| OZARK COUNTY | \$10,256,782 | 248 |
| POLK COUNTY | \$28,601,168 | 609 |
| STONE COUNTY | \$176,936,348 | 1,116 |
| TANEY COUNTY | \$510,481,600 | 12,956 |
| VERNON COUNTY | \$20,228,130 | 546 |
| WEBSTER COUNTY | \$29,761,646 | 642 |
| WRIGHT COUNTY | \$12,131,016 | 349 |
| TOTAL SOUTHWEST REGION | \$2,018,901,654 | 48,077 |

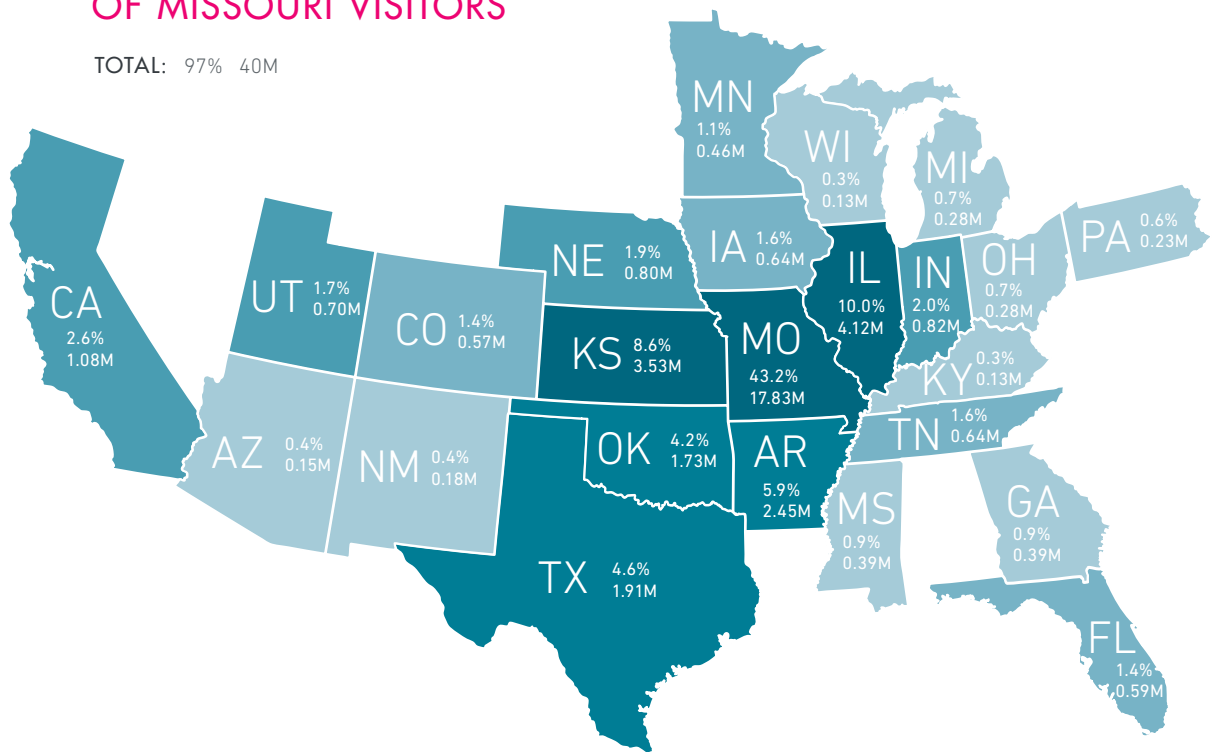
ENTIRE STATE OF MISSOURI

| FY16 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES* | FY16 TOURISM-RELATED EMPLOYMENT* |
|---|-------------------------------------|
| \$13,050,034,903 | 307,937 |

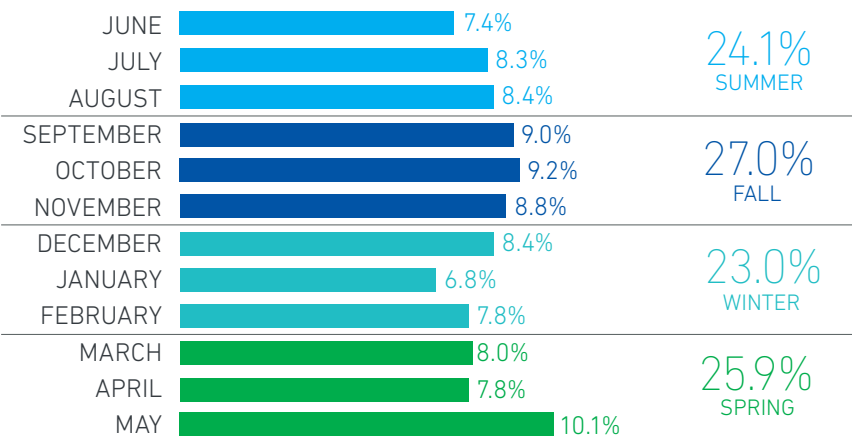
*2016 expenditure figures are a preliminary run. The Department of Revenue will not have the final figures until September 2017.
Source: Missouri Departments of Revenue and Labor and Industrial Relations

TOP ORIGINATING STATES
OF MISSOURI VISITORS

TOTAL: 97% 40M

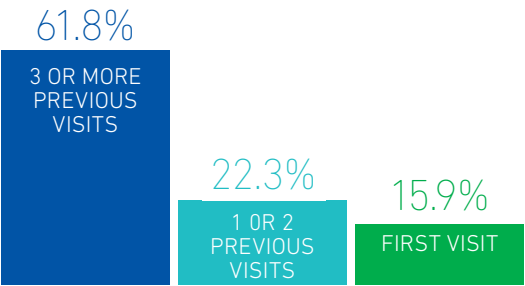


MISSOURI VISITORS BY MONTH

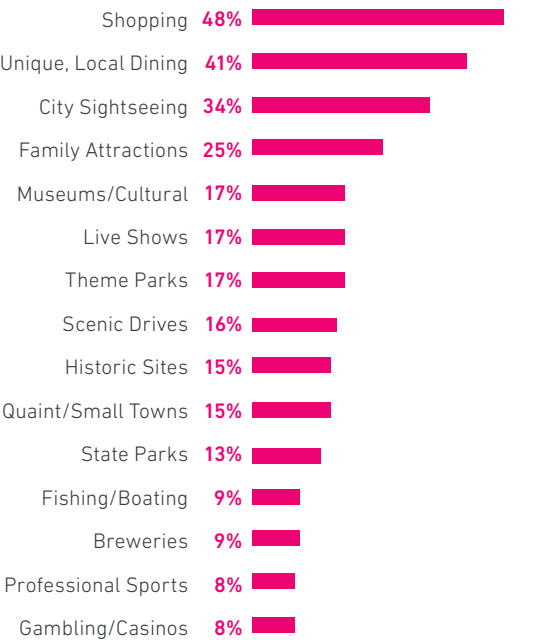


Tourism Economics reports seasons as listed here. MDT's season classifications may vary.

REPEAT VISITORS
TO MISSOURI



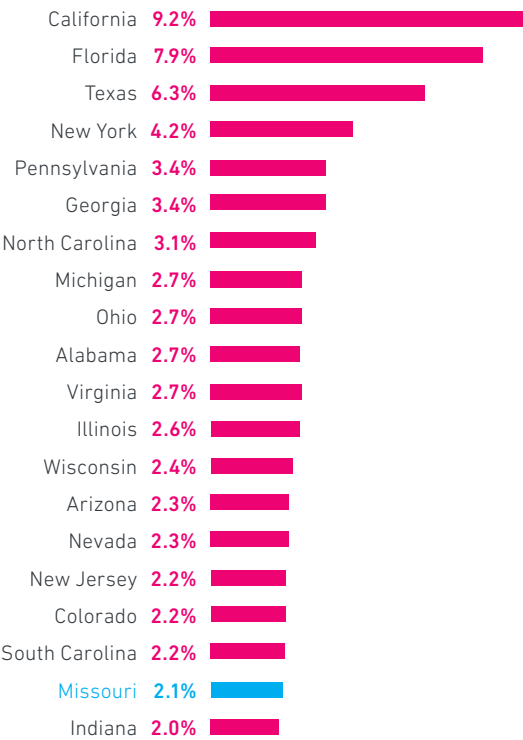
ACTIVITIES WHILE IN MISSOURI



Visitors may fall in one or more category.
Includes only target markets.

Sources: TNS, Tourism Economics, SMARI

MOST-VISITED STATES



All Others: 31.4%

ANNUAL SALES TAX AND EXPENDITURES

| YEAR | SALES TAX ON THE 17 SIC CODE SALES* | TOTAL SALES/EXPENDITURES ON THE 17 SIC CODES** |
|--------|-------------------------------------|--|
| 2001 | \$317,020,546 | \$7,503,444,879 |
| 2002 | \$323,658,919 | \$7,660,566,136 |
| 2003 | \$327,971,491 | \$7,762,638,843 |
| 2004 | \$346,083,562 | \$8,191,326,903 |
| 2005 | \$362,368,106 | \$8,576,759,915 |
| 2006 | \$384,172,163 | \$9,092,832,259 |
| 2007 | \$405,672,398 | \$9,601,713,554 |
| 2008 | \$430,119,528 | \$10,180,343,850 |
| 2009 | \$427,442,598 | \$10,116,984,559 |
| 2010 | \$421,325,726 | \$9,972,206,539 |
| 2011 | \$434,295,795 | \$10,279,190,421 |
| 2012 | \$462,980,057 | \$10,958,107,849 |
| 2013 | \$469,526,963 | \$11,113,064,212 |
| 2014 | \$492,789,043 | \$11,663,645,980 |
| 2015 | \$525,963,495 | \$12,448,840,126 |
| 2016** | \$551,363,975 | \$13,050,034,903 |

*Sales tax rate = 4.225%

** 2016 expenditure figures are preliminary. The Department of Revenue will not have the final figures until September 2017. Source: Missouri Department of Revenue

MARKETING AND COMMUNICATIONS

"IT'S YOUR SHOW" CAMPAIGN

The core "Enjoy the Show" campaign was introduced in 2013 as a way of highlighting the five main activity categories and projecting Missouri as an unexpected travel destination. In 2016, the campaign evolved to become "It's Your Show," putting couples, families and friends behind the camera to show all that Missouri has to offer – Family Fun, Outdoor Recreation, Arts & Culture, Nightlife & Entertainment and Sports & Gaming activities – from their point of view, and in turn, personalizing their experiences.

The integrated campaign included television spots, print ads, outdoor billboards and online advertising. All assets – from our TV spots to print ads – adopted the new "It's Your Show" campaign extension. FY16 also saw our first fall-focused campaign, with specific print and TV ads and a website experience tailored to showcase Missouri's premier autumn experience.

FY16 saw the evolution of our social media campaign. Relying on the personal "It's Your Show" campaign approach, social channels were used to publicize the Missouri tourism product and to encourage users to share their Missouri adventures. Utilizing this approach, we gathered marketing assets for potential future campaigns, continued to develop a strong social following and began to develop advocates to carry the "It's Your Show" banner for us.



MEDIA

The FY16 media plan was designed to keep Missouri top of mind as a leisure travel destination and to drive the target audience to VisitMO.com, where they could interact with the new content featuring each of our six ambassador groups. More specifically, the goal was to deliver overall advertising awareness levels of more than 70 percent while optimizing cost effectiveness.

The synergy of paid, owned, social media and earned produced a 75 percent awareness level with 20.6 million households who saw MDT ads in targeted markets. This 24 percent increase in awareness over 2015 resulted in more than two million incremental travelers who spent nearly \$2 billion dollars while traveling in Missouri.

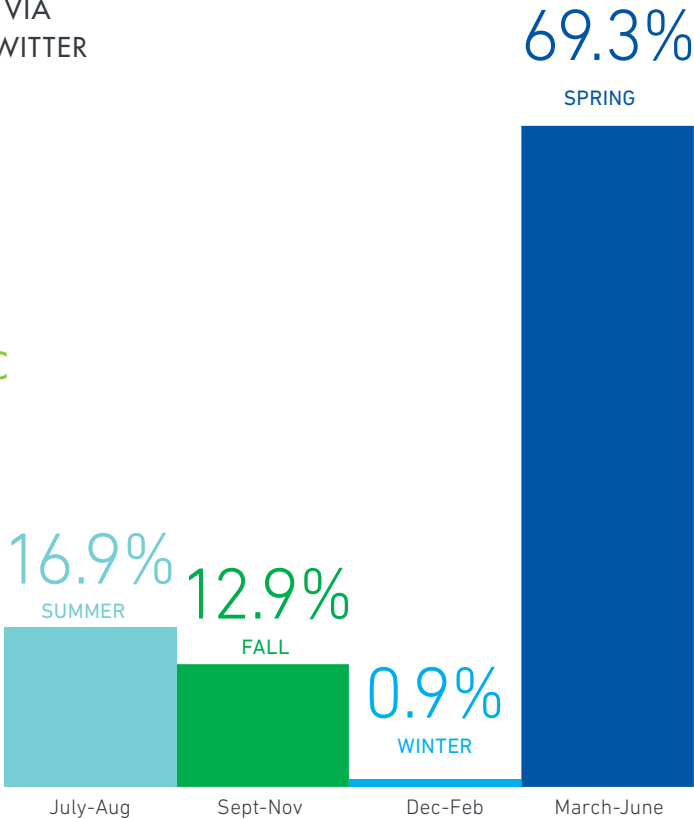
A multi-media approach was used to promote Missouri tourism and reach the target throughout the day:

TELEVISION
MAGAZINES
ONLINE BANNER ADS
ONLINE VIDEO ADS
PAID SOCIAL MEDIA VIA
FACEBOOK AND TWITTER
LEAD GENERATION
PAID SEARCH
OUT-OF-HOME

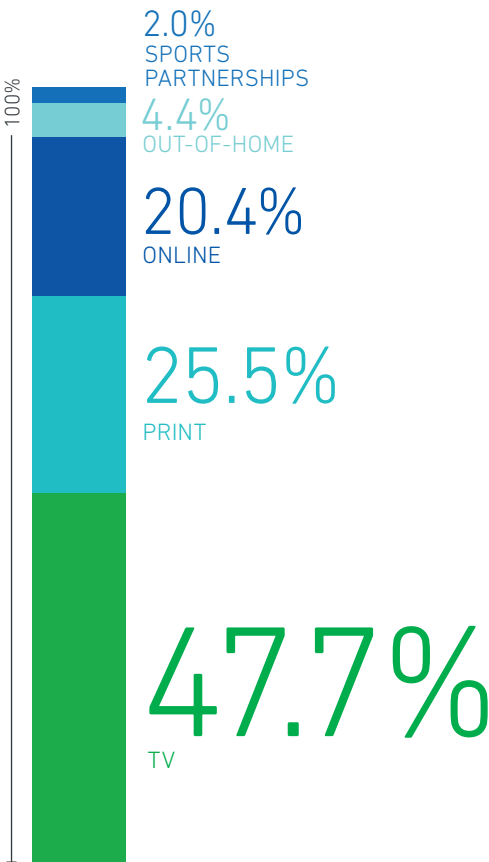
Target Audience:

Female leisure travel decision-makers,
who are typically age 25-54

FY16 DOMESTIC ADVERTISING BUDGET BY SEASON



FY16 DOMESTIC
MARKETING
INVESTMENT BY
MEDIUM



MEDIA MARKETS

The FY16 out-of-state markets were divided into four categories: priority, base, expansion and spill.

Priority markets:

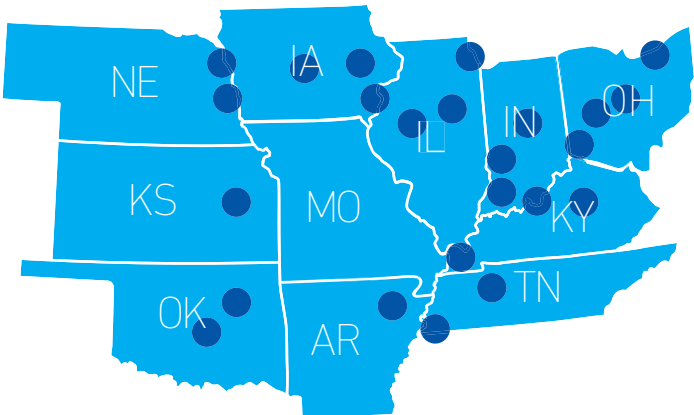
Chicago, Louisville, Memphis

Base markets:

Cedar Rapids, Champaign, Des Moines, Evansville, Jonesboro, Oklahoma City, Omaha, Paducah, Peoria, Quad Cities, Sioux City, Terre Haute, Topeka, Tulsa

Expansion markets:

Cincinnati, Cleveland, Columbus, Dayton, Indianapolis, Lexington, Nashville



Spill markets:

Bowling Green, Chattanooga, Columbia/Jefferson City, Dallas/Ft. Worth, Ft. Smith, Ft. Wayne, Houston, Jackson, Joplin, Kansas City, Knoxville, Lafayette, Lima, Lincoln, Little Rock, Madison, Milwaukee, Minneapolis, Ottumwa, Quincy, Rockford, Shreveport, South Bend, St. Joseph, Springfield, St. Louis, Toledo, Tri-Cities, Wichita, Youngstown, Zanesville

PUBLIC RELATIONS

The Missouri Division of Tourism’s communications and public relations team welcomed travel journalists from across the country as they visited Missouri for research and educational tours in 2016.

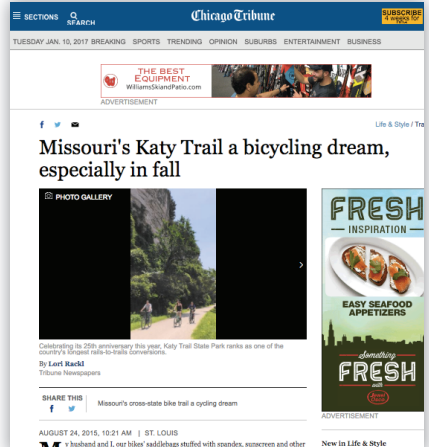
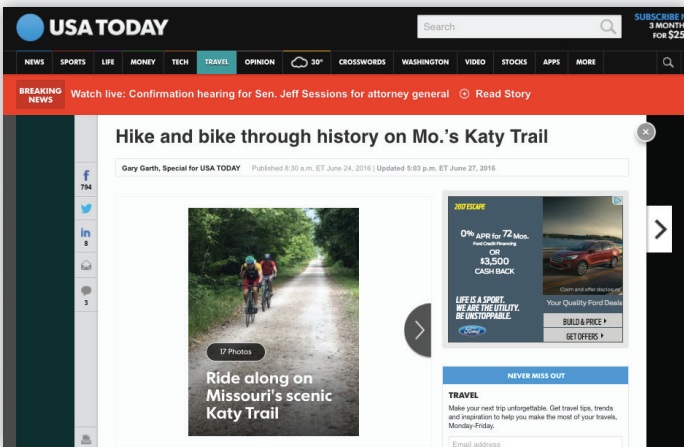
These journalists specialize in travel writing and display a successful track record of having their stories placed in national media outlets, along with niche and tourism-focused publications that reach travelers.

Hosting travel journalists is one of the proactive efforts, along with desk side briefings and pitching stories to media outlets, that ensure Missouri’s diverse tourism attractions receive publicity.

\$17.6M Estimated Ad Equivalency



Journalists rode the Katy Trail and visited communities along the route.



EMAIL MARKETING

Email marketing, a customer relationship program, continued to perform strongly for the Missouri Division of Tourism in FY16. This campaign established communication with potential travelers and worked to build and maintain ongoing positive relationships with consumers who have either previously traveled, or expressed interest in traveling, to Missouri.

Email marketing objectives were to:

- Motivate travel to Missouri and improve state tourism revenues by showcasing beautiful, compelling images and exciting content.
- Promote the wide variety of destinations, attractions, activities and events the state has to offer.
- Deliver relevant, tailored messaging and planning resources to potential and current travelers based on their areas of interest.
- Drive traffic to the Division's website, blog and social media platforms, as well as to those of tourism partners.

A cornerstone of the email campaign was bi-weekly emails – each with a focus on seasonal themes, events and attractions. Each email targeted a specific audience within the Division's consumer database, selected based on geographic location and travel interest, as well as previous interaction with our email campaign. In addition, various emails were distributed to encourage consumers to order a free travel guide.

Twenty-six emails were distributed during FY16, delivering more than 2.6 million potential impressions. Of those who received the emails, an average of 16.4 percent viewed them. Click-to-open rates were above industry average with 13.7 percent of those who viewed an email clicking through to the website.

The Division, in conjunction with Madden Media, continued to offer advertising opportunities within each email in FY16. Industry partners were offered two options to highlight their destination or attraction. These included a "Featured Destination" section in the middle of the email, or a box ad located toward the end.

LEAD GENERATION

Lead generation continued to be a key component of the Missouri Division of Tourism's media plan to drive both distribution of the Official Travel Guide and to increase the size of the state's email marketing database. In FY16, MDT garnered 172,400 leads from numerous marketing efforts including phone, RSL and web responses plus targeted online lead generation. The specialty lead

generation buys alone resulted in 37,102 leads. Registrants also were asked to provide vacation interest allowing MDT to message travelers according to their vacation activity interests with highly customized information, discounts and promotions. These leads are reviewed often during the year to determine the lead generation partners that drive the strongest long-term success.



VISITMO.COM

Missouri's official tourism website, VisitMO.com, serves travelers by offering timely and useful information about activities, destinations and attractions in the Show-Me State. MDT's advertising efforts, including television, print, digital and billboard, include a call to action that encourages people to use VisitMO.com in planning their Missouri getaway.

Along with serving up useful content, VisitMO.com is both a storytelling and lead-generation tool that helps MDT better connect with consumers and was the gateway to the fall and spring "It's Your Show" campaign microsites.

Through long-form content, such as articles and trip ideas, potential visitors can find more in-depth information about Missouri. Additionally, at VisitMO.com people can sign up to receive twice-monthly, consumer-focused e-newsletters and the Official Missouri Travel Guide.

As the result of MDT's marketing efforts, VisitMO hosted 2.2 million total site visits in FY16. Nearly half of all visitors to the site entered through the mobile experience, proving that they are accessing and utilizing the site throughout the consumer journey on their mobile devices.



SOCIAL MEDIA

During FY16, the Missouri Division of Tourism continued and expanded its use of social media outlets to connect with visitors during different phases of the consumer journey. Social media posts were designed to inspire people to visit Missouri, to provide information while people are traveling and to encourage those people to share their experiences and to become “brand advocates” for the state.



[Visit Missouri](#)



[facebook.com/VisitMO](#)



[Instagram.com/VisitMO](#)



[Twitter.com/VisitMO](#)



[Pinterest.com/VisitMO](#)



[Youtube.com/VisitMO](#)

As has been the case in previous years, Facebook was the leading social platform consumers used to connect with MDT. During FY16, the total number of MDT’s Facebook followers grew by 30 percent, to 305,184 and content on the page reached a total of 37 million people. Paid advertising helped amplify the reach of messages and ensured the content continued to be seen by the community amid ever-evolving administrative changes by Facebook that ultimately could have impacted the visibility of MDT’s posts.





Throughout the year, there was a focus on content variety that leveraged Missouri as both a family-friendly destination as well as a getaway for adults – traveling as couples or in groups of friends – to enjoy. Several distinct content themes, such as Wine Wednesdays, Missouri

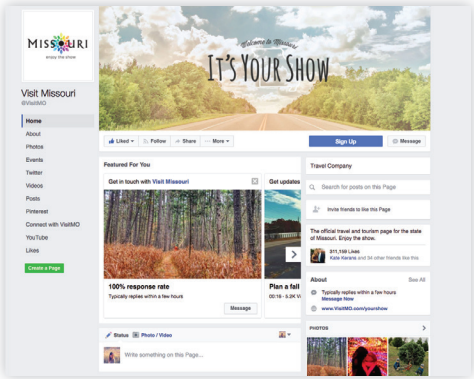
Eats, Instagram Shares, Missouri Coffees, Summer Road Trips and Fall Festivals (to name only a few) helped connect with peoples’ varied interests.

Overall, the social media campaign appeals to Missouri’s biggest fans – those who live in the state and those who visit often. By relating to these individuals, they become fans and advocates for Missouri tourism, commenting on posts and sharing content that subsequently increases the reach and credibility of each page. In essence, the page talks about the attractions and activities that drive tourism in the state and members of the community become the aforementioned brand advocates.

Additional consumer-facing social media channels included Instagram, Twitter, Pinterest, Snapchat and YouTube. Instagram launched in FY16 and in one year gained over 14,500 followers increasing our reach by 534 percent. In an effort to drive user-generated content, we created the unique hashtag #MissouriAdventure to encourage visitors to share their travels from across the state. Since the creation of MDT's Instagram account, the hashtag has been used more than 6,000 times. The @VisitMO Twitter account increased its follower count by 16 percent. The Pinterest channel increased followers by 36 percent in FY16 and continued to be utilized as a source of content for the email marketing campaign as well as for Facebook and Twitter posts. The VisitMO YouTube channel delivered 31,711 views and 30,639 total minutes watched. Additionally, the Snapchat platform that launched in FY16 has gained 94 consistent followers and averages 80 views each snap. Collectively, the social media channels increased brand awareness for "It's Your Show" by reaching both fans and potential travelers on the platforms they use the most throughout their day. In addition to driving conversation about Missouri in social media, the page served as a powerful tool for driving people to VisitMO.com and the Spotlight blog.

VISITMO SOCIAL MEDIA

| | | |
|---|---------|-------|
|  | 305,184 | +30% |
|  | 14,733 | +534% |
|  | 11,353 | +16% |
|  | 3,726 | +36% |



OFFICIAL TRAVEL GUIDE

Production of the Missouri Division of Tourism's highest-circulation print fulfillment piece, the *2017 Official Missouri Travel Guide*, began in the second half of FY16.



Each year, the travel guide is distributed statewide by Missouri's Official Welcome Centers and Affiliate Welcome Centers, along with chambers of commerce, convention and visitors bureaus (CVBs), tourism organizations and businesses.

Additionally, travelers may order the guide directly from VisitMO.com or by calling 1-800-519-4800. Guides also are available at consumer trade shows and tourism-related events, such as the Missouri State Fair, where MDT has a presence.

The 2017 Official Missouri Travel Guide, which features the Kansas City skyline on its cover, supports MDT's overall marketing strategy by highlighting the variety of activities available in Missouri. The guide includes feature stories, photography and advertising designed to inspire travel to the Show-Me State. There are 325,000 copies available for distribution.

Hundreds of tourism-related businesses from across Missouri are eligible to have free listings in the guide.

During FY16, MDT supported the publication of two carry-along guides that focus on niche travel markets in Missouri. *Missouri Life* magazine produced both the Missouri Route 66 Guide and the Missouri Motorcycle Guide. Each focuses on driving routes, destinations and attractions in the Show-Me State. The guides are distributed at Missouri's Official Welcome Centers and by tourism organizations, including convention and visitors bureaus.

WELCOME CENTERS

MDT operates nine Official Missouri Welcome Centers at entry points to the state and along I-44 along historic Route 66. Staff in the centers provide a plethora of resources to travelers including road conditions, weather updates and recommendations for things to see and do. Each center is stocked with brochures from destinations and attractions throughout the state.

A recent research study confirmed that the average welcome center visitor spent an additional \$75 in Missouri when compared with visitors who did not stop at one of MDT's centers.

In 2016 567,236 tourists visited welcome centers, up nearly 30,000 from the previous year.

MDT also operates an affiliate welcome center program, in cooperation with the Missouri Department of Transportation (MoDOT). Participants must be local chambers or CVBs, government entities such as city halls or county courthouses, or institutions of higher education with an established hospitality industry-related curriculum. The program allows these entities to purchase official directional highway signage from MoDOT to direct visitors to their locations. In FY16, the Missouri Tourism Commission approved the VisitKC offices in downtown Kansas City for participation in the program.



PROMOTE MISSOURI FUND

The Promote Missouri Fund represents the Division of Tourism's second-largest annual investment and provides partnership opportunities for statewide Destination Marketing Organizations (DMOs).

Through the Promote Missouri Fund, the Division of Tourism invests in DMO advertising projects that are specifically designed to increase visitation and visitor spending throughout the Show-Me State. In this way, the goals of the Promote Missouri Fund are aligned with the objectives set forth annually in the Division's marketing plan.

Funding is distributed in three distinct ways:

- **Marketing Matching Grant** – To increase leisure travel throughout the state, the grant matches certified DMOs up to 50 percent for pre-approved advertising. The level of funding is determined by each DMO's county tourism level. This grant, the largest investment in the Promote Missouri Fund, provides meaningful financial incentive to participants and a significant economic benefit to Missouri.

- **Marketing Platform Development** – This program is designed for one-time marketing platform investments to be used beyond the fiscal year of the initial investment. Approved projects are matched up to 50 percent and include those that provide for improvement, expansion or creation of tourism marketing programs and projects. Both certified and non-certified DMOs are eligible; however, it is only available to smaller organizations.

- **Collective Marketing Initiative** – In order to leverage statewide marketing dollars, MDT offers tourism partners a broad menu of subsidized print- and digital-marketing opportunities. Participants receive the benefits of strength through a unified message, improved ad positioning, media outlets with increased reach, the potential to run larger advertisements and financial savings.

Additional information on the Promote Missouri Fund is found at Industry.VisitMO.com.

FY16 HIGHLIGHTS

In FY16, MDT awarded over \$2.7 million in matching grants to assist 28 DMOs with 30 high-quality, performance-based projects. MDT contributed an additional \$500,000 in other cooperative marketing programs that also assist DMOs with advertising their destinations.

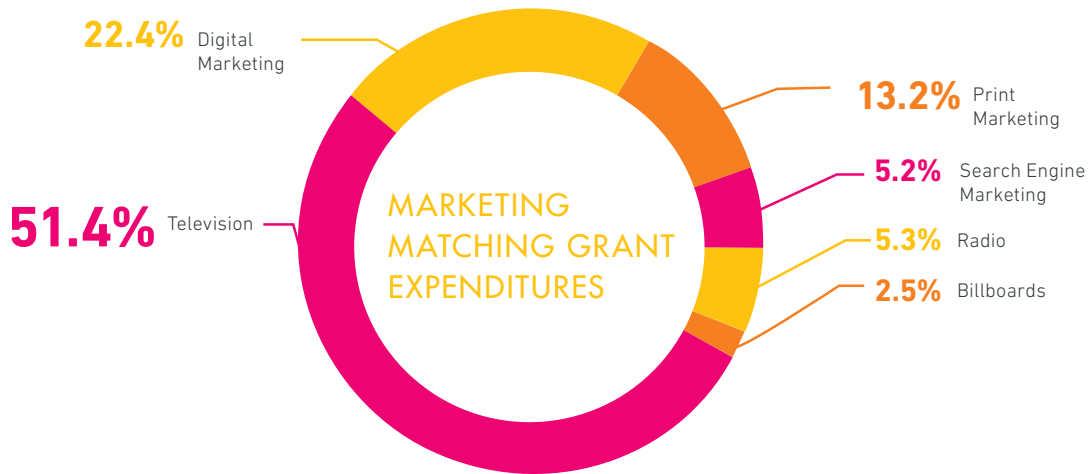
Following the completion of each Marketing Matching Grant project, participants submitted summary reports assessing the outcome of the funded activities. These outcomes are compiled and analyzed in the Program Summary Report, which may be viewed at Industry.VisitMO.com.

This chart shows the actual percentages expended in the Marketing Matching Grant – the largest of the cooperative marketing investments – by media type.

MARKETING MATCHING GRANT AWARDS

The funding amount available to a certified Destination Marketing Organization (DMO) is determined by the certification level of the countywide DMO. Detailed information on the funding types and categories may be viewed at Industry.VisitMO.com.

| DMO NAME | COUNTY DESIGNATIONS | AWARDS |
|--|---------------------------------|-------------|
| Branson/Lakes Area Chamber of Commerce/CVB | Taney | \$415,000 |
| St. Louis CVC | St. Louis City/St. Louis County | \$415,000 |
| Visit KC | Jackson | \$415,000 |
| Springfield CVB | Christian/Greene/Polk | \$400,000 |
| Chamber of Commerce of Table Rock Lake/Kimberling | Stone | \$200,000 |
| Lake of the Ozarks Tri-County Lodging Association | Camden/Miller/Morgan | \$200,000 |
| City of St. Charles Tourism Department | St. Charles | \$199,725 |
| City of Columbia CVB | Boone | \$82,265 |
| Platte County Visitors Bureau | Platte | \$77,780 |
| Buchanan County Tourism Board d/b/a St. Joseph CVB | Buchanan | \$45,000 |
| Carthage CVB | Jasper | \$45,000 |
| City of Hannibal CVB | Marion/Ralls | \$45,000 |
| Pulaski County Visitors Bureau | Pulaski | \$36,730 |
| Cape Girardeau Chamber of Commerce/CVB | Cape Girardeau | \$36,289 |
| City of Lebanon | Laclede | \$31,543 |
| Jefferson City CVB | Cole | \$22,491 |
| City of Sikeston d/b/a Sikeston CVB | Scott | \$20,000 |
| Washington Area Chamber of Commerce | Franklin | \$12,740 |
| Clinton Tourism Association, Inc. | Henry | \$11,891 |
| Moberly Area Chamber of Commerce | Randolph | \$8,000 |
| Sedalia Convention & Visitors Bureau | Pettis | \$6,787 |
| City of West Plains Tourism Dev. Advisory Council | Howell | \$5,160 |
| City of Boonville Tourism Department | Cooper | \$4,000 |
| City of Ste. Genevieve Tourism Department | Ste. Genevieve | \$4,000 |
| Total Award | | \$2,739,401 |



MARKETING PLATFORM DEVELOPMENT GRANT AWARDS

In this category, matching grants are available to certified and non-certified DMOs within counties designated with a County Tourism Level 0-4.

| DMO NAME | COUNTY DESIGNATIONS | AWARD |
|---|---------------------|----------|
| City of Eminence | Shannon | \$5,000 |
| City of Ste. Genevieve Tourism Department | Ste. Genevieve | \$5,000 |
| Old Trails Regional Partnership | Lafayette | \$4,800 |
| Carthage CVB | Jasper | \$3,150 |
| Kennett Chamber of Commerce | Dunklin | \$2,500 |
| Monett Chamber of Commerce, Inc. | Barry | \$1,400 |
| Total Award | | \$21,850 |

COLLECTIVE MARKETING INITIATIVE

This category is available to all tourism partners and MDT contributes a designated amount to help subsidize the price of the ads.

| ORGANIZATION NAME | COUNTY |
|------------------------|--------------------------|
| Branson | Taney |
| Cape Girardeau | Cape Girardeau |
| Chateau on the Lake | Taney |
| Fulton/Callaway | Callaway |
| Hannibal | Marion/Ralls |
| Independence | Jackson |
| Jefferson City CVB | Cole |
| Joplin | Jasper |
| Lake of the Ozarks | Camden/Miller/Morgan |
| MO State Parks | Multiple |
| Moberly | Randolph |
| Old Trails | Lafayette |
| Pulaski | Pulaski |
| Sedalia | Pettis |
| Sikeston CVB | Scott |
| Silver Dollar City | Stone |
| Springfield | Christian/Greene/Polk |
| St. Charles CVB | St. Charles |
| St. Joseph CVB | Buchanan |
| St. Louis | St. Louis/St. Louis City |
| Ste. Genevieve | Ste. Genevieve |
| Washington | Franklin |
| Total MDT Contribution | \$315,936 |

SEM PARTNERSHIP PROGRAM

The Division of Tourism’s Search Engine Marketing (SEM) Partnership Program provides the opportunity for a coordinated strategy in the implementation of pay-per-click search engine marketing for the Division and our DMOs throughout Missouri.

| PARTNERS | COUNTY | MDT CONTRIBUTION |
|---|----------------------|------------------|
| Branson/Lakes Area Chamber of Commerce/CVB | Taney | \$21,600.00 |
| St. Charles CVB | St. Charles | \$21,600.00 |
| Lake of the Ozarks Tri-County Lodging Association | Miller/Morgan/Camden | \$21,599.70 |
| St. Joseph CVB | Buchanan | \$16,602.90 |
| Jefferson City CVB | Cole | \$15,135.60 |
| Visit KC | Jackson | \$14,392.20 |
| Sedalia Convention and Visitors Bureau | Pettis | \$13,150.00 |
| Hermann | Gasconade | \$11,998.80 |
| Hannibal CVB | Marion/Ralls | \$11,399.70 |
| Cape Girardeau | Cape Girardeau | \$10,162.50 |
| Joplin CVB | Jasper | \$7,734.30 |
| Pulaski County Tourism Bureau | Pulaski | \$5,899.80 |
| Independence Tourism Department | Jackson | \$3,371.70 |
| Ste. Genevieve | Ste. Genevieve | \$3,292.50 |
| Washington Area Chamber of Commerce | Franklin | \$3,000.00 |
| Clinton Chamber of Commerce | Henry | \$1,800.00 |
| City of Lebanon | Laclede | \$1,500.00 |
| Total MDT Contribution | | \$184,239.70 |

PARTNERSHIPS
























GROUP TOUR

Domestic Group travel is a niche market that has proven integral to the tourism industry. In FY16, MDT continued its efforts to promote and spotlight group-travel (motor coach) opportunities to tour operators around the U.S. Donna Gray of Legacy Dimensions represented MDT at travel trade shows and indentified potential group-travel leads.

Those leads were passed on to destinations in Missouri for further follow-up. In this market, one lead can have a significant impact on the Show-Me State, as the latest research estimates groups spend approximately \$22,000 per motor coach. To strengthen existing relationships further, MDT launched a new group tour newsletter that was distributed to 4,420 buyers in the database. Recipients have responded positively to the format and frequency of this e-publication.

Building relationships is a vital part of marketing to this audience and the personal contact at shows allows MDT and the statewide tourism industry to build and grow those relationships with key influencers and decision makers.

MDT also participated in a cooperative venture with *Leisure Group Travel Magazine* and developed the Missouri Tour Guide. Missouri received 192 inquiries from this publication.

In FY16, various trade shows generated the following:

- * American Bus Association - 41 leads
- * National Tour Association - 22 leads
- * The Select Traveler Conference - 25 leads
- * Missouri Bank Travel Exchange - 19 leads
- * Travel Alliance Partners- 28 leads
- * Travel South USA Domestic Showcase – 28 leads

Additionally, Branson hosted the Student Youth Travel Association convention, which generated 21 leads and allowed the community to showcase all its great opportunities for student travel groups to experience.

During FY16, preparations began for MDT to work with Explore St. Louis to host the National Tour Association in February 2017 and with the Branson Convention and Visitors Bureau to host the Travel South USA Domestic Showcase scheduled for March 2017.

INTERNATIONAL

Missouri tourism has had an international marketing initiative for more than 20 years. In the late '90s, MDT contracted with Legacy Dimensions to concentrate on Canadian and United Kingdom markets which began to build a reputation for Missouri.

At the same time, MDT's partnership in the Mississippi River Country organization provided an opportunity to focus on Pacific Rim countries, with a primary interest in Japan. With the budget cuts that began in 2009, MDT pulled back on its international marketing efforts, going from aggressive proactive outreach to a program of fulfill upon request.

In 2012, Brand USA, the United State's destination marketing organization (DMO) came online, providing opportunities to leverage dollars through cooperative marketing programs available to states and local destinations. With improving revenues, in 2014 MDT joined Travel South USA , a regional DMO composed of 11 states that market The South as a destination. Additionally, several Missouri DMOs continued in the international market (Explore St. Louis) or began to explore participation in the market (VisitKC and the Branson CVB). Other destinations took advantage of the cooperative opportunities provided by BUSA to create marketing materials.

With the confluence of these factors, MDT began to ramp up its international efforts and during the past two years has reestablished relationships with tour and travel professionals and worked to increase Missouri product carried by inbound receptive operators.

Much of the work in this area is about building relationships with key tour operators and the US-based receptives that sell them in-bound product. To facilitate that, MDT along with various Missouri DMOs participated in the following activities:

Sales Missions

- Sales calls to New York-based operators and receptives

Trade Shows

- U.S. Travel Association IPW: 46 leads. Post IPW Australian Media FAM to Springfield, Branson and St. Louis.
- TSUSA International Showcase: 34 leads. Hosted a Route 66 FAM tour for eight international tour operators.
- Ontario Motor Coach Association: 18 leads
- World Travel Market: Appointments with U.K. tour operators and media. More than \$30,000 in PR evaluations, 28 leads.

Site and Media Visits

- Tourico Holidays. U.S.-based receptive tour operator. Visited Branson, St. Louis, Springfield, Kansas City.
- Bodean's U.K. Media BBQ Tour. Four U.K. travel writers travelled to Kansas City to cover the BBQ scene.
- Scottish Daily Mail. Two writers visited St. Louis and Branson with Route 66 stops between.
- TourBook Travel, Germany. Two tour operators visiting Kansas City, Boonville, Lake of the Ozarks and Branson.

Other activities

- Memberships in Visit USA U.K., Visit USA Canada and Visit USA Australia
- Provide collateral materials to the Visit USA Australian Consumer Roadshows

Cooperative Promotions:

- Funway/My America Holiday U.K.
- America As You Like It U.K.
- Bon Voyage U.K.

Results:

- Bon Voyage Tours U.K. up 11 percent from 2015 to 2016
- Tourico up 20.5 percent from 2015 to 2016
- AmericanTours International (ATI) up 56 percent from 2015 to 2016
- TeamAmerica up 128 percent from 2015 to 2016

MISSOURI FILM OFFICE

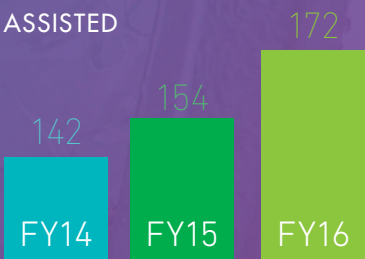
Missouri's film industry employed nearly 14,000 people and had a total economic impact of \$2.1 billion – generating \$84 million in state and local tax revenue – according to a 2015 study completed by the independent research firm Tourism Economics, a division of Oxford Economics.

In Missouri, the central point of contact for all statewide inquiries related to film, TV, web and digital media is the Missouri Film Office, which was established in 1983 to attract film, television, video and cable productions to the Show-Me State.

The Film Office continues to develop, market and coordinate film-industry-related activities by working with production companies and maintaining a database of locations that have the potential to attract projects.

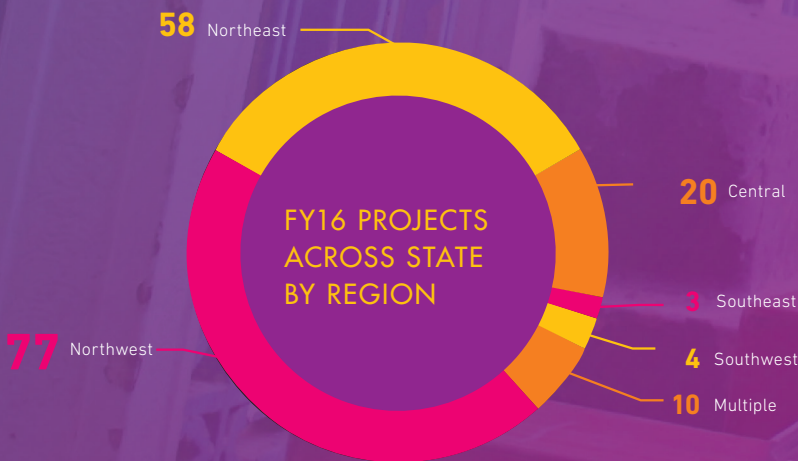
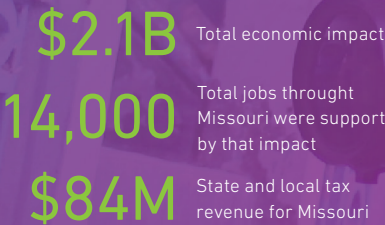
Additionally, the Film Office has a database of skilled workers, special equipment operators and support-service groups to help production companies find Missouri-based workers when they bring projects to the state.

PROJECTS ASSISTED



THE ECONOMIC IMPACT OF FILM

The Missouri film office commissioned an independent study of the Missouri film and motion picture industry. For 2015, the study found:





A robust film-production industry can be a vital part of a state's economy, with many jobs offering salaries above national averages, according to the Motion Picture Association of America. Likewise, television and film projects can have a significant impact on travel, as consumers have a growing propensity to visit the cities and states where their favorite shows/movies are set. The correlation between travel and the film industry is evident in Missouri, where 16 annual film festivals attracted a combined 82,000 attendees in 2015.

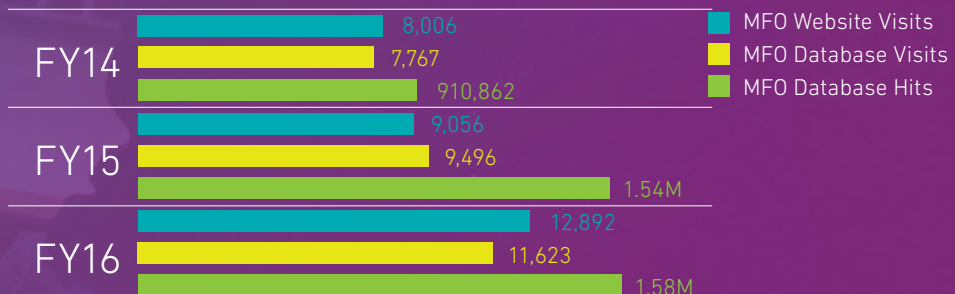


Missouri has a diverse lineup of businesses related to the film industry, from audio and video equipment manufacturers to sound recording studios and special-effects shops, plus individuals, such as agents, managers, writers and performers who work in TV, film, web and video production.

Small businesses that provide support for and benefit from Missouri's film industry include those related to food service, hospitality, retail, equipment rental and accounting, among others.

Missouri's higher education institutions have recognized the importance of film and currently offer 38 programs that specialize in teaching various production skills. In FY16, The Missouri Film Office continued its efforts to nurture the writers and filmmakers of tomorrow through the Missouri Stories Scriptwriting Fellowship. This international competition for screenplays and TV pilot scripts with storylines set in Missouri received 60 submissions from eight different states and Canada. The three highest-scoring scriptwriters were invited to attend a four-day fellowship in Rocheport, Mo., where they worked with mentors who have considerable industry experience. In FY16, the mentors included Angelo Pizzo (*Hoosiers*, *Rudy*) and Ken LaZebnik (*Army Wives*, *Touched by An Angel*).

MISSOURI FILM OFFICE ACTIVITY



TOURISM'S LEGACY

1993 — House Bill 188 passed. It created a funding mechanism, becoming a national model, for a dependable revenue source for the Division of Tourism. This legislation set aside a percentage of tourism-generated tax revenue for further tourism promotion, while requiring no tax increases. Received an Odyssey Award for support of the passage of HB 188 – presented by the Travel Industry Association of America for tourism awareness.

1995 — MDT began the performance-based Cooperative Marketing Program, affording the Division the opportunity to partner with certified, not-for-profit destination marketing organizations, on a dollar-for-dollar basis, for qualified tourism marketing projects.

1998 — Legislation passed to extend the MDT's supplemental funding source through 2004.

1999 — Received a Creativity Award for Marketing and Promotion in a Niche Market, from the National Council of State Tourism Directors (NCSTD). Chris Jennings, MDT's Director, was elected Chairman of the NCSTD. Chris Jennings named NCSTD State Tourism Director of the Year.

2000 — Received a Mercury Award for creativity in television advertising from the NCSTD. Lt. Governor Roger Wilson was inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Joel Pottinger, Director of the Lake of the Ozarks CVB. Chris Jennings re-elected Chairman, NCSTD.

2001 — FY94 base appropriation was paid back. A provision in HB 188 stipulated the original FY94 base appropriation was to be paid back to the state by 2004. MDT paid it off three years early. Gov. Mel Carnahan was inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Kirk Hansen, PR Director, Fantastic Caverns.

2002 — Odyssey Award, from the Travel Industry Association of America, was presented to MDT for its international advertising campaign. Don Morrison, TWA, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. Sidney Johnson.

2003 — HB 1620 extended the sunset clause of HB 188 through the year 2010. Sam Allen, former tourism director of the Lebanon Convention and Visitor Center, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Rep. Ken Fiebelman.

2004 — Received a Mercury Award for technical marketing from NCSTD. Received an Odyssey Award from the Travel Industry Association of America for MDT's cultural advertising campaign. Sen. Doyle Childers inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. John Russell.

2005 — Joel Pottinger, Director, Lake of the Ozarks CVB, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Lt. Governor Joe Maxwell.

2006 — Received a Mercury Award for creativity in radio advertising from NCSTD. Marci Bennett, Executive Director, St. Joseph CVB and MACVB, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Dale Amick, Legislative Consultant, Missouri Travel Council.

2007 — HB 205/SB 376 extended the sunset clause of HB 188 to the year 2015. Former State Representative Herb Fallert inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Chip Mason, Director of Government Relations, Herschend Family Entertainment. Dee Ann McKinney received the 2007 TTRA President's Award.

2008 — Pat Amick, Executive Director, Missouri Travel Council, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Gary Figgins, Publisher, Show-Me Missouri Magazine. MDT introduced the Missouri Jewels Program, designed to assist emerging tourism destinations in developing an effective, robust marketing program.

2009 — Received a Gold Adrian Award for the “Stay Close” advertising campaign, presented by the Hospitality Sales and Marketing Association International (HSMAI). Received a Ranly Award for the Best Entire Issue for the 2009 Official Missouri Vacation Planner from the Missouri Association of Publications. Gene and Eleanor Maggard, owners of Akers Ferry Canoe Rental and Campgrounds, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. John Griesheimer. Dee Ann McKinney, MDT’s Research Manager, was elected President–TTRA.

2010 — Received three Gold Adrian Awards from HSMAI: for the VisitMO.com/ideas website; the overall “Stay Close” advertising campaign; and Synched Web banners. Kirk Hansen, PR Director, Fantastic Caverns, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Rep. Maynard Wallace. Dee Ann McKinney, MDT’s Research Manager, was elected Chairman of the Board–TTRA.

2011 — Received a Platinum Adrian Award for the “Don’t Take Less of a Vacation, Take a Vacation for Less in Missouri” advertising campaign, presented by HSMAI. Received Gold Adrian Awards from HSMAI for MDT’s fishing and skiing television commercials. VisitMO.com received a B2 Award of Excellence from the Business Marketing Association (BMA) for results and design. Pat Jones, philanthropist, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Tracy Kimberlin, President/CEO, Springfield CVB.

2012 — Katie Steele Danner assumed chairmanship of Mississippi River Country. Maureen Rone was inducted in the Missouri Tourism Hall of Fame. Rep. Don Ruzicka received the Sen. Emory Melton Legislative Award.

2013 — Received one Platinum Adrian Award, six Gold Adrian Awards, one Silver Adrian Award and three Bronze Adrian Awards from HSMAI for “Enjoy the Show” advertising campaign. Dee Ann McKinney, MDT’s research manager, received the 2013 Missouri State Employee Award of Distinction for Public Service and the 2013 TTRA President’s Award. Rep. Don Phillips was successful with his sponsorship of HB 316 which ensures Missouri’s tourism funding mechanism will not sunset until the year 2020.

2014 — Missouri hosted the inaugural Legends of Golf PGA tournament at Top of the Rock Golf Course in Branson. MDT joined Travel South USA, a regional cooperative that promotes travel to the southern United States. MDT rolled out the Promote Missouri Fund, a streamlined cooperative marketing program. John L. “Johnny” Morris inducted into the Tourism Hall of Fame. Rep. Anne Zerr was awarded the Sen. Emory Melton Legislative Award for her work promoting full funding of MDT.

2015 — Received a Gold Adrian Award from HSMAI for the Pandora internet radio campaign. The Sen. Emory Melton Legislative Award was presented to Rep. Lincoln Hough. Former MDT Director Katie Steele Danner was inducted into the Missouri Tourism Hall of Fame.

2016 — Longtime tourism industry member and supporter Kay Schwinke was inducted into the Missouri Tourism Hall of Fame. MDT received seven Adrian Awards (five gold, one silver, one bronze) from the Hospitality and Sales Marketing Association International (HSMAI) for the “Its Your Show” campaign. The awards, which recognize excellence in travel marketing, are presented annually by HSMAI.

2016 MISSOURI TOURISM AWARDS

Presented at the annual Governor's Conference on Tourism

HALL OF FAME

Tourism's highest honor, this recognition is given to the person who has supported and made outstanding contributions to Missouri's tourism industry for at least 10 years, while leaving a lasting, positive impression on the state's economy.

Recipient: **Kay Schwinke**



Director Dan Lennon, Award Recipient Kay Schwinke, Rep. Don Phillips

AMBASSADOR AWARD

This award is given to the person who supported the promotional efforts of Missouri's attractions through involvement with MDT projects, providing publicity that helps travelers better enjoy their Missouri experience.

Recipient: **Lagina Fitzpatrick, Director of Sales, Tri-County Lodging Association**

MARKETING CAMPAIGN AWARD

This award recognizes achievement in integrated marketing campaigns leading to increased visitation.

Recipient: **Explore St. Louis**

NAVIGATOR MEDIA AWARD

This award is given to a media entity that has demonstrated outstanding support and promotion of Missouri tourism through stories and images.

Recipient: **FEAST magazine, St. Louis**

SPOTLIGHT AWARD

This award recognizes an individual, business or organization not usually considered part of the tourism industry for noteworthy contributions spotlighting Missouri as a destination.

Recipient: **Kansas City Royals**

PATHFINDER AWARD

This award is presented to trailblazing marketers who successfully promote and build niche markets.

Recipient: **Eco Zipline Tours, New Florence**

INNOVATOR AWARD

This award is given to smaller tourism entities that achieve great results with small budgets.

Recipient: **Boonslick Area Tourism Council**

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